

UNIKU

XX

UNIQLO

KAWAS

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## *TEAM MEMBERS*

My name is Michelle Wu Feng. I am a student at the New York University of Technology, majoring in fashion business and technology. I am learning any knowledge about the business, such as understanding how advertising agencies work. Because I want to open my clothing brand or find a related job. In this advertising course, I want to learn more about being an advertising agency by doing this semester project. So I can use this experience to help my future business and work. Through this advertising agency, we can learn how to do an activity to help product sales. In this team, I am responsible for Copywriter/Production.

My name is Yinghe Zhao. I am a student at the New York City College of Technology and I am majoring in Business and Technology of Fashion. Now I'm learning something about business, such as marketing, accounting, and the history of clothing/art. I was interested in business because I wanted to own my own little shop like my aunt. In the team, my job is as a Copywriter/Production. I hope to accumulate some experience in this project, which will be helpful to my future work.

My name is Makonenn Sam. Currently enrolled at the New York City College of Technology majoring in Marketing Management & Sales. I am interested in this major because I just love marketing. I love selling products/services. I currently have my own online business through Instagram and Facebook where I promote top brands such as Tik Tok, Fashion Nova, etc. My job for this advertising agency is being a graphic artist which is responsible for creating all graphic materials such as storyboards, layouts, sales promotional pieces, etc.

My name is Guadalupe Soriano, I am the Media Planner of the team. I am currently a sophomore at New York City College of Technology majoring in Business and Technology of Fashion. Throughout my years in city tech, I hope to have learned the majority of what I need to know in order to pursue my business in the future. I hope to one day have my own clothing and cosmetics line that is inspired by the Hispanic community. I love to enhance my culture and its beauty. As of now, I am currently working on it by designing my own designs and constantly coming up with ideas.

My name is Angeli Monge, my role is marketing researcher. I attend New York City College of Technology and I'm majoring in Business and Technology of fashion. Business and fashion is a good combination that I was able to go for and fashion is what I'm interested in and the aspect of it. I would like to gain experience and learn throughout time and be able to work in the industry and one day own 11 a business.

My name is Rachel Serrano, my role is account executive. I attend New York City College of Technology and I am majoring in Business and Technology of fashion. I am interested in my major because I want to be able to give ideas in creating more fashionable clothing brands towards petite people. My whole life I've struggled to find the right fit for clothes and i want to be able to give an easy life to others who are struggling just like me. I hope to work with a designer and give ideas into creating the perfect line for petite people.

# MARKETING REVIEW



Food, clothing, housing, and transportation are the 4 most important things for people, clothes are ranked first. Every year the trends change and people follow what is currently trending and purchase the style of clothes they enjoy the most. To be more specific we chose a brand known as UNIQLO. UNIQLO is a Japanese clothing brand, established in 1963 by Fast Retailing Corporation of Japan. At first, it was a small clothing store selling suits and now it has become an internationally renowned clothing brand. The annual revenue is as high as 257.6 billion yen (240 million US dollars). With its popularity, if you ask all the people that you see on the street, their favorite clothing brand may not necessarily be Uniqlo, but they will definitely know that Uniqlo exists and probably owns a Uniqlo product. The target market that Uniqlo attracts is very large, which is why they are a huge and successful company, they meet the needs of various customers and at the same time profit from the needs of customers. Whether it's children's clothing, women's clothing, men's clothing, Uniqlo has many styles of products for customers to choose from, Uniqlo always has a product that you may like.

In the fashion industry, everything happens quickly. New trends continue to emerge, and it is easy for thousands of fashion companies that try to attract consumer interest. A trend is a type of freshness to consumers. After one or two months, the freshness will disappear and be replaced by other trends. How can UNIQLO be different? The CEO of Uniqlo once said, "We don't catch up with trends. People mistakenly think that UNIQLO is a fast-fashion brand. No. We will create clothes for everyone." And this is how Uniqlo's marketing strategy differs from other brands. While other brands are competing to catch up with the latest fashion trends at an unprecedented speed, Uniqlo's strategy has always been to invest in product development (using technology and advanced materials), even if the iteration cycle is long. The company sees its brand as an all-encompassing brand, and its clear goal is to create new and innovative clothing that everyone can use.

Uniqlo is moving towards the goal of product development and has been using products as a platform for marketing and brand awareness. In 2003, Uniqlo launched its flagship heating clothing production line, which we now call HEATTECH. The working principle of this "heating technology" is that "its fibers absorb the moisture emitted by the human body, while the fabric itself generates heat." HEATTECH is the first product developed by UNIQLO in cooperation with Japanese chemical company Toray Industries. These materials are said to have been developed from the ground up, and more than 10,000 prototypes have been made to obtain the expected results. Over the years, the company has continued to iterate on its flagship HEATTECH product line and released a "warmer version" of the product, allowing consumers to "transform the winter from a cold, heavy clothing season to a warm, lightweight clothing season." And this product has become one of the products that consumers must buy every winter.

In addition, Uniqlo regards e-commerce as not only a new way of doing business but also a marketing channel to promote in-store sales. Although some companies may view e-commerce stores as competing with physical stores, Uniqlo today understands that customer touchpoints are more mixed than ever. Customer behavior is constantly changing. People expect more and more people to be able to buy what they want when they need it-e-commerce is undoubtedly the way forward. Uniqlo believes that successful retail brands need to learn to coordinate e-commerce and physical stores. And over the years, one of the ways that UNIQLO has continued to develop is through numerous collaborations. Uniqlo will cooperate with top influencers every year, which helps to elevate the UNIQLO brand to a new level. For example Uniqlo x KAWS x Sesame Street, American artist Keith Haring, Doraemon, Chibi Maruko, etc.

In summary, Uniqlo understands that its products are one of the most powerful marketing tools for this brand. Use products as a platform for marketing and brand awareness, regard e-commerce as a marketing channel to promote in-store sales, and always look for opportunities to attract more consumers through interaction with major tasks and designers around the world. It is also because of this that Uniqlo has become the world's third-largest fashion brand after H&M and Zara.

# SITUATION ANALYSIS



Fast Retailing, which operates the UNIQLO brand, was founded in 1963 as a small clothing store selling suits. UNIQLO's full name is UNIQUE CLOTHING WAREHOUSE. In 2016, Uniqlo was the world's third-largest fashion brand after H&M and Zara. UNIQLO is now a well-known brand for casual wear, but it started out as the name of the store where Fast Retailing sells its clothes and does not make its own. A few years later, Fast Retailing company tried to get involved in the field of clothing production and gradually formed a self-run model from the development, design, production, and sales of clothing. In this way, UNIQLO naturally evolved into a clothing brand. The American market is also the largest in the world. This can be attributed to Uniqlo's advertising campaign. This makes it easier to predict future spending preferences. To understand Uniqlo's impact on the clothing industry, it's important to analyze its history and the history of competitors like H&M.

Uniqlo started out as a small clothing store selling suits but has since planned to grow by introducing the latest in clothing and casual wear. Tadashi Yanai, the company's chief executive, said he was inspired by the United States, the birthplace of casual wear. Uniqlo started out as a small clothing store selling suits but later planned to grow with the latest product in clothing,



casual wear. UT under UNIQLO is the flagship T-shirt series. UT was founded in 2004. Every season, it finds different units to cooperate with and co-branded series emerge endlessly. Uniqlo KAWS X series, for example, from 2016 onwards, began KAWS and long-term cooperation, Uniqlo column is not so hot in 2016, it was not until 2019 that the UT becoming hot because of this series after successive years of cooperation, KAWS on ins announced that 2019 of the joint, and will be Uniqlo cooperation last time. Although H&M has adopted the same approach with its co-branded collections, which have been around since 2004, the Uniqlo collection is still more popular than H&M. This success is attributed to Uniqlo's success in finding things that appeal to young people. This success is also due to the fact that social media (advertising campaigns on social platforms such as Instagram) magnifies the influence of young people and intensifies the competition among brands for their popularity.

Uniqlo advertising focuses on the Internet, transportation, billboards, and magazines, especially Internet advertising (social media). Strong integration, full of creativity. Instead of simply promoting their products on social media, they attract customers by shopping online (Uniqlo app). With online shopping making shopping especially easy, Americans spent an average of \$971.87 on clothing last year, or nearly 66 items per person, according to the American Apparel and Footwear Association. That's 20% more than in 2000. Americans bought 7.4 pairs of shoes per person last year, up from 6.6 pairs in 2000.

In summary, Uniqlo became the third-largest fashion brand in the world, behind H&M and Zara in 2016. However, their creative innovation has made them one of the leading fashion brands, especially the UT co-branded collection, which started in 2004. Its Internet (social media), transportation, billboards, and magazine advertising are what make Uniqlo's collections more popular than other brands.

## *RESEARCH FOUNDATION*

We (Uniku) asked some questions to allocate among our peers in order to conduct research on our target market to advance our findings. Based on our research in which we asked under 18-65 and older the majority of the respondents knew Uniqlo very well and for a couple of years as well. In our questionnaire we asked 38 people “*How long have you known about Uniqlo?*” and about 78.9% of the respondents have known uniqlo for a couple of years. Many of our respondents usually bought from Uniqlo. Our questionnaire gave us a better understanding on what our respondents shop mostly at and what they look for in their products which is the good quality they serve and the reasonable prices they offer. 36.8% of Our respondents owned 5 pieces or more of Uniqlo brand clothes. Uniqlo’s collaboration with KAWS had a huge impact on our respondents. All of our respondents knew the collaboration Uniqlo x KAWS and 60.5% had a general expectation for the collection. With uniqlo’s unique form of marketing strategy they can attract customers without having different competitors attempting to take their customers away. Many of our respondents own uniqlo items because of their good quality that the other stores on their questionnaire dont have and not to mention the price they offer which are reasonable for everyone. With most of the ads that uniqlo sends to emails it was easier for us to send the questionnaires to our respondents through email because most of our respondents use technology and it was easy for them to take.

To add on, Uniqlo is popular because of the creative innovations they create and collaborations they work with in order to interest their consumers. Uniqlo has very

unique technology added onto their clothing items that make them stand out as a company. The HEATECH products they have make uniqlo a creative company and this attracts customers to purchase from the store because the technology advancement they create for customers.

Thank you for your time and honesty, and thank you for your participation!

1. Have you ever heard of Uniqlo?

- Know very well
- General know
- Don't know

2. How long have you known about Uniqlo?

- A couple of months
- A couple of years
- One year
- Don't remember

3. Where do you usually buy clothes?

- Forever 21
- Macy's
- Uniqlo
- Gap
- American Eagle
- Calvin Klein

Other : \_\_\_\_\_

Please continue on the next page

4. Have you seen Uniqlo promotional advertisements ?
  - Seen
  - Have not seen
  - Unconfirmed
  
5. How many clothes do you buy in a quarter ?
  - 0-3
  - 4-6
  - 6-8
  - 8 or more
  
6. The number of Uniqlo brand clothes you currently own?
  - 0 pieces
  - 1 to 2 pieces
  - 3 to 4 pieces
  - 5 pieces or more
  
7. How often do you buy cloth from Uniqlo?
  - Once a month
  - Twice a month
  - One year
  - Almost never
  - Other
  
8. How much do you spend on clothing purchases each quarter?
  - Less than 20

- 20-40
- 50-70
- 80-100
- 100 or more

Please continue on the next page

9. What color clothes do you usually like to buy?

- Black
- White
- Pink
- Grey
- Purple
- Other

10. Your evaluation of the Uniqlo clothes you currently own?

- High price
- Reasonable price
- Good quality
- Average quality
- Low quality
- Not satisfied with the style
- Basically satisfied with the style
- Other

11. Do you like the neckline style of clothes?

- Round neck
- V-neck

Lapel

Please continue on the next page

12. When buying clothes, which promotion do you prefer?

Discount

Give presents

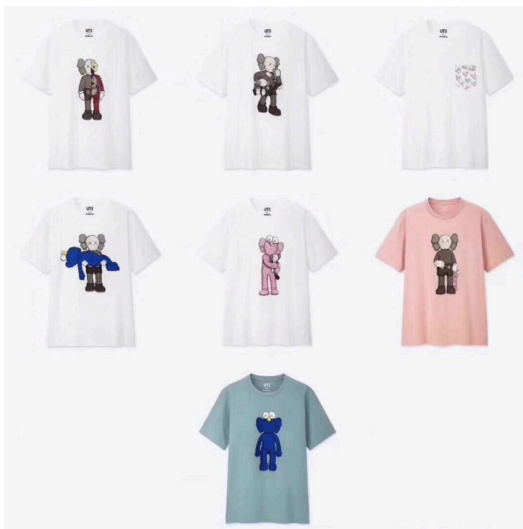
Redeem

Buy one get one free

Limited time buying

Other

13. How high are expectations for Uniqlo x KAWS?



Very much looking forward to

General expectation

Not expecting

Please continue on the next page

Thank you for taking the time to answer the previous questions. The following questions are of a personal nature and will be used for statistical purposes only. The information provided here will be held strictly confidential.

14. What is your Gender?

- Male
- Female
- Prefer not to say

15. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

16. What is your Ethnic Background?

- American Indian or Alaska Native
- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian or Pacific Islander

Please continue on the next page

White

Other

17. What is your current Marital Status?

Single

Married

Divorced

Widowed

Separated

18. Where do you currently Reside?

The Bronx

Brooklyn

Manhattan

Staten Island

Queens

Other(Please Specify) \_\_\_\_\_

19. What is your current Employment Status?

Employed Part-Time

Employed Full Time

Part-Time Students

Full-Time Students

Self Employed

Unemployed

Retired

Please continue on the next page



20. What is the highest level of education that you have achieved?

- Some High School
- High School Diploma
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate/P.H.D. or Higher

21. What is your average Annual Income?

- Under \$15,000
- \$15,000 - \$ 19,999
- \$20,000 - \$ 24,999
- \$25,000 - \$ 29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 or more

Thank you for your participation in our questionnaire! If you have any comments or concerns about this topic, please use the space provided below.

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**Thank you for your time!**

## **RESULTS :**

### Question 1: Have you ever heard of Uniqlo?

The total number of Respondents was 38, Therefore, Know very well would be:  $23/38=60.5\%$ ; general know would be:  $12/38=31.6\%$ ; and don't know would be:  $3/38=7.9\%$ .

### Question 2: How long have you known about Uniqlo?

Total number of Respondents was 38, Therefore, Couple months would be:  $2/38=5.3\%$ ; Couple of Years would be:  $30/38=78.9\%$ ; one year would be:  $1/38=2.6\%$ ; and don't remember would be:  $5/38=13.2\%$ .

### Question 3: Where do you usually buy clothes ?

\_\_\_\_\_ Total number of Respondents was 38, Therefore, forever 21 would be:  $18/38=47.4\%$ ; Macy's would be:  $13/38=34.2\%$ ; uniqlo would be:  $27/38=71.1\%$ ; GAP would be:  $13/38=34.2\%$ ; American Eagle would be:  $5/38=13.2\%$ ; Calvin Klein would be:  $2/38=5.3\%$ ; taobao would be:  $1/38=2.6\%$ ; online would be:  $1/38=2.6\%$ ; Brandy Melville would be:  $1/38=2.6\%$ ; Nike, Adidas, and Hollister Would be:  $1/38=2.6\%$ ; KITH,ESSENTIALS Would be:  $1/38=2.6\%$ ; H&M, Abercrombie Would be:  $1/38=2.6\%$ ; and Nike would be:  $5/38=13.2\%$ .

### Question 4: Have you seen Uniqlo promotional advertisements?

Total number of Respondents was 38, Therefore, seen would be:  $25/38=65.8\%$ ; have not seen would be:  $6/38=15.8\%$ ; and unconfirmed would be:  $7/38=18.4\%$ .

### Question 6: The number of Uniqlo brand clothes you currently own ?

Total number of Respondents was 38, Therefore, 0 pieces was  $6/38=15.8\%$ ; and 1 to pieces would be:  $7/38=18.4\%$ , 3 to 4 pieces would be:  $11/38=28.9\%$ , the most people have 5 pieces or more of Uniqlo brand clothes:  $14/38=36.8\%$ .

Question 7:How often do you buy cloth from Uniqlo?

Total number of Respondents was 38, Therefore,once a month was  $3/38= 7.9\%$ ; twice a month would be:  $3/38 =7.9\%$ ; almost never would be:  $5/38=13.2\%$ , and other would be:  $11/38=28.9\%$ ,the most people buy cloth Uniqlo was once a year:  $16/38=42.1\%$ .

Question 10: Your evaluation of the Uniqlo clothes you currently own.

Total number of Respondents was 38, Therefore,high price was  $4/38= 10.5\%$ ;average quality would be:  $5/38 =13.2\%$ ; Basically satisfied with the style would be:  $13/38=34.2\%$ ,Many people's evaluation of Uniqlo clothing was reasonable price and good quality because base on the respondents reasonable price and good quality was:  $24/38=63.2\%$ .

Question 13:How high are your expectations for Uniqlo x KAWS ?

\_\_\_\_\_ Total number of Respondents was 38, Therefore,not expecting was  $5/38= 13.2\%$ ;very much looking forward to Uniqlo x KAWS would be:  $10/38=26.3\%$ ,the most people General expectation for Uniqlo x KAWS:  $23/38=60.5\%$ .

## *PROPOSED TARGETED CONSUMERS*



We have determined our future target market. As a UNIKU advertising agency, we have surveyed the number of people who can access and browse the Internet. In addition to online surveys, we have also made a questionnaire to help us find the main target market. According to Internet surveys, the percentage of broadband Internet user penetration in the United States is 85.8%, and as of December 2019, the number of Internet users in the United States is as high as 313 million (Source: Internet usage in the United States-Statistics & Facts, Aug 2020) Through this information, we can predict that the trend of online shopping will be higher and higher in the future, so we can optimize the Uniqlo website and the transportation speed of goods, so that consumers can get what they like in a short time product.

And a survey in 2019 showed that the proportion of generation Z consumers in the United States who use smartphones to shop online has reached 55%, more than any other generation. In contrast, only 42% of millennial respondents said that most of their purchases are made through smartphones. (Source: U.S. online shopping device usage 2019, by generation, Jun

2020) According to our questionnaire survey, we know that the age group of our target customers is between 18-35. People in this age group will more hope to obtain the goods and products they want through online shopping.

Based on the above information, we can know that the younger generation will shop online because they know more about how to operate high-tech things. The most worrying thing about online shopping is that the goods you buy don't fit well, and many people who choose online shopping are people who need to work and go to school (do not have time to go out) if the product size is not suitable or you are not sure whether the product is suitable for your style. At the time, you still need to take time to return the goods. To avoid this situation, we can set a "try on clothes online" function on Uniqlo's website or APP, so that consumers can use "try on clothes online" to determine whether the product is suitable for them. Greatly reduces the chance of having to return the clothes because they are not suitable.

# ADVERTISING OBJECTIVES

We focus on advertising for our products, through billboards, transportation, magazines, and social media, because we notice that our target audience is primarily individuals who enjoy social media. The reason why we are advertising this way is that throughout our research we noticed that this is the best way to reach our current audience and new consumers throughout the country, and in today's society, social media magnifies the influence of young people and also intensifies the competition for brands to favor young people. We want people to understand our products/new products and attract more people to buy our products/new products through social media, through UT co-branded with cartoon characters/animation (KAWS X Sesame Street, Doraemon, Peanuts, Minions, etc.). These characters are not only available for viewing on cartoon television shows but also can wear these cartoon characters with Uniqlo's UT. Through this advertising campaign, our main goal is to attract more consumers to buy the product and retain existing customers. Although KAWS has announced that 2019 will be the last year of cooperation with us, we still have many new co-branded UT and we plan to include more than 1000 designs in our UT spring/Summer 2020 collection (UNIQLO T-shirts). The lineup features pop culture themes from art, music, film, animation, and other content from around the world.



## CREATIVE RATIONALE

1. Creative theme: Did you get it?
2. Slogan: Uniqlo x kaws: let kaws together.
3. Reasons: We want everyone who likes KAWS to have a KAWS of their own. Moreover, through this slogan, more people can know about KAWS.



## *MEDIA PLAN AND SCHEDULE*

### **BILLBOARD**

<b>Cities/States</b>	<b>Type of Advertising</b>	<b>Time Period</b>	<b>Cost</b>	<b>Total Cost</b>
New York City	Large Digital Billboards	32 weeks	\$20,000/4 weeks	\$160,000
Los Angeles	Large Digital Billboards	32 weeks	\$15,00/4 weeks	\$12,000
Seattle	Large Digital Billboards	32 weeks	\$5,000/4 weeks	\$40,000
Boston	Large Digital Billboards	32 weeks	\$5,000/4 weeks	\$40,000
Washington D.C	Large Digital Billboards	32 weeks	\$10,000/4 weeks	\$80,000
New Jersey	Large Digital Billboards	32 weeks	\$8,200/4 weeks	\$65,600
Hawaii	Large Digital Billboards	32 weeks	\$7,000/4 weeks	\$56,000
Pennsylvania	Large Digital Billboards	32 weeks	\$4,900/4 weeks	\$39,200
Miami	Large Digital Billboards	32 weeks	\$30,000/4 weeks	\$240,000
Houston Texas	Large Digital Billboards	32 weeks	\$2,500/4 weeks	\$20,000
Michigan	Large Digital Billboards	32 weeks	\$3,500/4 weeks	\$28,000
Denver	Large Digital Billboards	32 weeks	\$3,500/4 weeks	\$28,000
Florida	Large Digital Billboards	32 weeks	\$30,000/4 weeks	\$240,000
Virginia	Large Digital	32 weeks	\$2,500/	\$20,000



	Billboards		4weeks	
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**Total Cost: \$1,068,800**

**Transportation:**

Cities/States	Type of Advertising	Time Period	Cost	Total Cost
New York City	Bus Stop/Ads	26 weeks	\$6,500/4 weeks	\$42,250
Los Angeles	Bus Stop/Ads	26 weeks	\$3,500/4 weeks	\$22,750
Seattle	Bus Stop/Ads	26 weeks	\$700/4 weeks	\$4,500
Boston	Bus Stop/Ads	26 weeks	\$3,000/4 weeks	\$19,500
Washington D.C	Bus Stop/Ads	26 weeks	\$3,500/4 weeks	\$22,750
New Jersey	Bus Stop/Ads	26 weeks	\$1,500/4 weeks	\$9,750
Hawaii	Bus Stop/Ads	26 weeks	\$6,500/4 weeks	\$42,250
Pennsylvania	Bus Stop/Ads	26 weeks	\$2,700/4 weeks	\$17,550
Miami	Bus Stop/Ads	26 weeks	\$700/4 weeks	\$4,500
Houston Texas	Bus Stop/Ads	26 weeks	\$6,500/4 weeks	\$42,250
Michigan	Bus Stop/Ads	26 weeks	\$6,500/4 weeks	\$42,250
Denver	Bus Stop/Ads	26 weeks	\$6,500/4 weeks	\$42,250
Florida	Bus Stop/Ads	26 weeks	\$700/4 weeks	\$4,500

Virginia	Bus Stop/Ads	26 weeks	\$6,500/ 4weeks	\$42,250
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**Total Cost: \$359,300**

**Magazine:**

Name Of Magazine	Length	Cost
Vogue	Full Page/Color	\$200,000
The New York Times	Full Page/Color	\$150,000
Harper's Bazaar	Full Page/Color	\$357,900
Clavel Magazine	Full Page/Color	\$357,900
Clutter Magazine	Full Page/Color	\$163,200
W Magazine	Full Page/Color	\$120,000

**Total Cost: \$1,349,000**

**Social Media:**

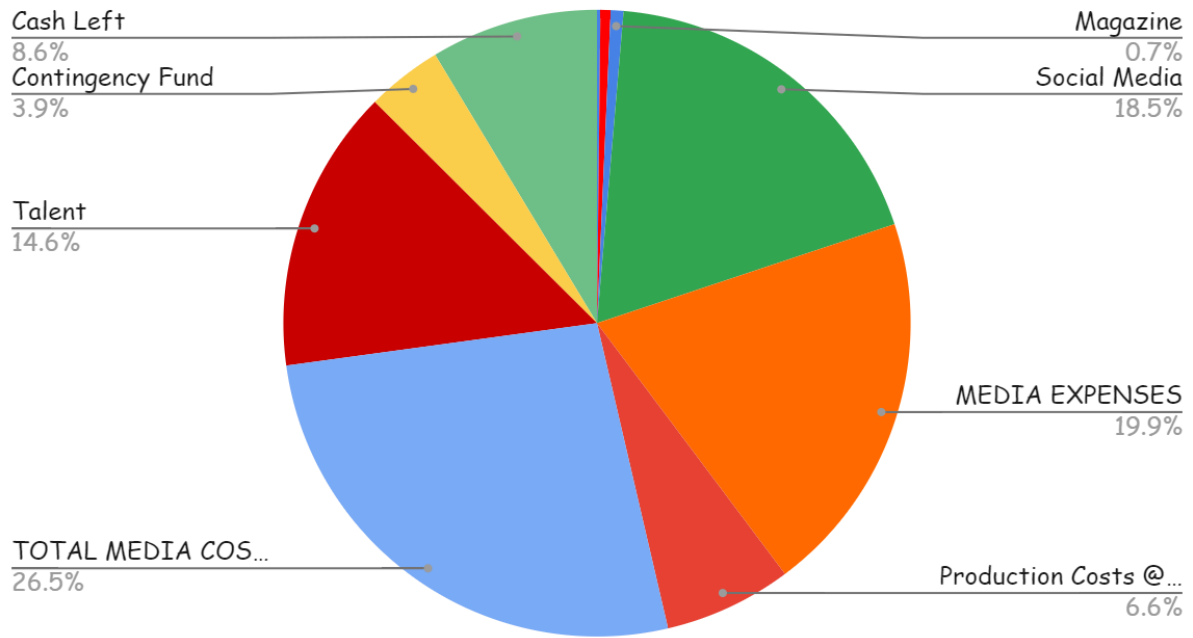
Account	Budget	Cost	Time Period	Total
Twitter	\$50,000 daily	\$0.38 per click	200 days	\$10,000,000
	\$50,000 daily	\$1.35 per engagement	200 days	\$10,000,000
Instagram	\$20,000 daily	\$3.56 per click	200 days	\$4,000,000
Tiktok	\$50,000 daily	\$1.35 per engagement	200 days	\$10,000,000
Pinterest	\$5,000 daily	\$30.00 per impressions	200 days	\$1,000,000
Facebook	\$10,000 daily	\$1.70 per like	200 days	\$2,000,000
Youtube	\$5,000 daily	\$0.30 per like	200 days	\$1,000,000

**Total Cost: \$38,000,000**

## *ADVERTISING BUDGET*

<u>ITEM</u>	<u>Expenditures</u>
Transportation	\$359,300
Billboards	\$1,068,800
Magazine	\$1,349,000
Social Media	\$38,000,000
MEDIA EXPENSES	<u>\$40,777,100</u>
Production Costs @ 15%:	\$13,520,468
TOTAL MEDIA COSTS	<u>\$54,297,568</u>
Talent	\$20,000,000
Ex: Tom Odell	\$5,000,000
Roger Federer	\$5,000,000
Sarah Synder	\$5,000,000
Lauren Bushnell	\$5,000,000
Contingency Fund	\$8,000,000
TOTAL ADVERTISING EXPENDITURES	<u>\$82,297,568</u>
<u>Cash left</u>	<u>\$17,702,432</u>

# Budget



## CREATIVE SUPPLEMENT

**Billboards:** Our advertising firm decided to choose billboards as our advertising technique in Seattle, Los Angeles, Denver, Hawaii, New York City, Boston, and Washington, D.C. cities; New Jersey, Pennsylvania, Florida, and the Virginia States. Uniqlo has stores in these cities or states. In these cities or states, tourism is relatively developed. There are 1.5 million to 20 million people living in these cities or states.

**Transportation:** Our agency decided to use transportation as a form of advertisement, utilizing bus stop shuttle's in Seattle, Los Angeles, Denver, Hawaii, New York City, Boston, Washington, D.C., New Jersey, Pennsylvania, Florida, and Virginia who have to utilize the bus system. In New York City, we think this is the best because every day there are about a lot of people taking the crowded subway trying to go to work, school, appointments, etc. The subway in New York runs 24 hours a day, and New Yorkers are always busy. If you have ever traveled on a crowded subway, many passengers try to avoid making eye contact with other passengers, and those passengers will choose to read the new posting on the subway.

**Magazine:** Our agency has decided to run our advertisements through magazines such as The New York Times, W magazine, Vogue, Clutter magazine, and Clavel magazine.

**Social media:** Like many other brands whose advertisements we have also decided to advertise on social media. Uniqlo x Kaws will utilize Twitter, Pinterest, Facebook, Instagram, and Youtube to advertise.

**Leaflet:**

**Uniqlo x KAWS**  
BACK IN BUSINESS

We are happy to welcome you back to our clothing store! Due to the limited products, it is impossible to ensure that everyone can buy it. Please be careful!

For updates, follow us on social media @UNIQLO

*Thank you for your support!*

**UNIQLO X KAWS**

PHONE +1 (886)956-1602

www.Uniqlo.com

**social media posts:**

**KAWS WE'RE BACK!**

UNIQLO X KAWS-  
OPENING

New Business Hours:  
11:00am-8:00pm  
Monday to Sunday

Please observe the safety procedures in-store. For details and reservations, call us at (877) 987-2775

UNIQLO X KAWS

**LAST COOPERATION!**

UNI QLO X KAWS

Poster:



This is the last time Uniqlo and KAWS have cooperated!

# Uniqlo x KAWS is back! !

Let KAWS together

Applicable at summer 2019



# UNIQLO X KAWS BACK!

THIS IS THE LAST TIME UNIQLO AND KAWS HAVE COOPERATED





HURRY. START ON 2019 SUMMER!

Learn more at [uniqlo.com](http://uniqlo.com)

IT'S FINALLY HERE!


## Uniqlo x KAWS Collection



New gorgeous pieces by the critically acclaimed designer.

AVAILABLE FOR PURCHASE  
ON AUGUST 19, 2019  
AT 9 AM.

The new collection will only be available at our flagship store located at Any City. Don't miss it!



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